

POST-SESSION INTERNET ADVERTISING SYSTEM

ABSTRACT OF THE DISCLOSURE

5           The present invention is directed to a post-session advertising system that  
may be used in media such as computers, personal digital assistants, telephones,  
televisions, radios, and similar devices. In one preferred embodiment, a first display is  
viewed in a first platform in the foreground of a media by a viewer. A viewer initiates a  
load triggering event and in response, a post-session platform is opened to display a post-  
10 session display in the background of the media. Significantly, in the preferred  
embodiment, the post-session platform stays in said background until a view triggering  
event occurs. The type of platform and display used will depend significantly on the  
media. In one preferred embodiment of the present invention an optional focus timer is  
activated by the view triggering event to allow an accurate assessment of the actual time a  
15 viewer focuses on the display in the post-session platform. In another alternate preferred  
embodiment of the present invention, the number of post-session platforms is limited to,  
for example, one platform.